

Granite State Clean Cities Coalition
Stakeholder Meeting – September 18, 2009
Strategic Planning Session

Past Focus of the Granite State Clean Cities Coalition

1. Program was fuel neutral
2. Looked for the quickest and cheapest opportunities
3. Attempted to leverage opportunities in order to achieve the largest possible gains
4. Efforts primarily focused on biodiesel in the past

Note: May have backed off of development of market too early

Potential Program Planning

1. *Ideas for Future Emphasis*

a. Focus on Electrification

- i. Work with utilities (in state and regionally) to integrate the transportation and electric sectors
- ii. Need to develop electric “fueling” infrastructure in trans network

iii. CONSIDERATION: May be too early for electrification

1. Need to consider the best use of electric vehicles
 - a. Commuting may not be the best use as hybrids are running on gas in longer, higher speed driving
 - b. However, hybrids do offer a means to increase the efficiency of the fuel use

iv. Plug-ins ARE coming and need to be prepared for

1. Need to make it easy to find a recharge station so that consumers don’t have to think/ plan trips (as this would be a perceived hardship and therefore obstacle to adoption)

b. Need to build stations AND throughput/ load in conjunction with one another as they support one another

- i. The strategy requires a lot of money for the initial investment
- ii. Focus on one area at a time (BEACON COMMUNITIES concept being developed for building sector)
 1. Do smart grid and plug-in (AND/ OR OTHER ALT FUEL/ ADVANCED TECH COMBO) neighborhood pilot
 2. Work with municipality or large company

c. Effective deployment requires the WILL to adopt the fuels/ technology

- i. Need to target the bigger groups
 1. Biggest bang for the buck
 2. Make part of business model

3. Develop models of success

2. *BARRIERS*

- a. Need to work with other states as NH is smaller and the market will be influenced by other
- b. People in power don't want to change
- c. Concern about "what will work"
- d. Concerns that technology will improve and funding sources will change and make their choices obsolete – don't want to "leap too early."

3. *ACTIONS:*

- a. Create working groups for:
 - i. CNG
 - ii. Electric
- b. Develop plans/ proposals without a clear source of funding
 - i. Have shovel ready projects in hand
 - ii. Use for funding opportunities when they arise
- c. Education and Outreach
 - i. Identify and advertise the models of success
 - ii. Develop an education to overcome resistance

4. *QUESTIONS:*

- a. What is the easiest and cheapest fuel/ tech combo (that is effective)?

Advisory Board

- 1. Political "Clout"
 - a. US Senator and/ or Rep (or their Staff)
 - b. NH Senate or House member
 - c. DES Rep
 - d. DOT Rep
 - e. Governor's Office Rep (OEP)
 - f. PR Person
 - g. Regional Planning Commission or MPO member
- 2. Need tough requirements for participation
 - a. Letter of Interest
 - b. Resume
 - c. "Interview"
- 3. Emphasize that members should have interest in participating actively with experience to help Coalition achieve its goals.